

IMAGE

COMPUTER PRODUCTS, INC

Corporate Objectives and Personnel

Image Computer Products' objective is to establish itself as the foremost publisher of quality personal computer software.

We plan to accomplish this by attracting the nation's most talented software designers with our offerings of:

- Expertise in the area of Retail Marketing
- Guaranteed large volume sales through well structured, aggressive national distribution
- Competitive royalties
- A highly technical consumer orientated staff which assists in program concept design and helps insure the success of all programs published through Image Computer Products, Inc.

Image Computer Products, Inc., is a division of The Image Producers, Inc. which has spent the last nine years as an advertising/marketing agency providing a complete range of services to manufacturers of highly technical products and electronic equipment.

Recently Image Producers has evolved into a micro computer marketing and software agency. It's emphasis is in creating computer simulations and developing interactive computer systems. Maintaining creative responsibility and an active role in program marketing and management sets them apart from a standard software house.

Current products include educational courseware, retail software, demonstration programs, computer languages and documentation as well as sales and product training programs.

Maintaining an in-house staff of professional management and marketing personnel and relying on outside talent for technical consulting back-up and programming support gives Image Producers the flexibility to quickly respond to the individual needs of each customer.

In the past, Image Producers has created over fifty software packages specifically designed and produced for over-the-counter sales to computer stores. Image has already created software for some of the most popular personal computers, such as:

APF IM-1
 Apple II
 Atari 400 and 800
 Bally Arcade
 Exidy Sorcerer
 Radio Shack TRS-80
 T.I. 99/4

This history of software design and development has already established the Image "label" as a name synonymous with quality personal computer software.

IMAGE COMPUTER PRODUCTS MANAGEMENT

Bill Moulds, President, created The Image Producers, Inc. in 1971 as a marketing communication and design agency. With seven years of prior account service and management experience, Bill has accumulated sixteen years of background in the communications industry. Two of those years were spent as Advertising Consultant to a division of ITT with total responsibility for sales promotion and marketing. Recently Bill completely restructured the company and tailored it to provide marketing and software services for the micro-computer industry. As President of Image Computer Products, he has now assembled an impressive staff of professionals to cover all areas of product marketing from design and development to national sales management.

Dick Ainsworth, V/P Creative Director, has been working with Image Producers as a free-lance writer and editor for the past six years. His background in education and electronics has provided the technical writing support necessary to effectively market high technology products and services. While attending the University of Georgia, Dick authored several major pieces like "Educating the Exceptional Child" for the Georgia State Department of Education. He also attended Georgia Tech where he did a short stretch as an instructor in the chemistry department. Dick's consulting background includes Emory University Medical School, the University of Chicago and the Atlanta Speech School. As a free-lance writer he worked for Encyclopedia Britannica, the Atlanta Magazine and Coronet Educational Films. His commercial publishing experience began as Editor of Electronic Packaging Magazine. Later he published numerous articles in Electronics, Electronic Design and Design News. Dick has lectured on "communications design" at U.I.C.C. and "application of computer graphics" at the Art Institute of Chicago. His most recent accomplishment was in April at the World Symposium on Humanity in Los Angeles where he spoke on "New Dimensions in Education."

Al Baker, V/P Programming Director, has been working with Image Producers the past year and has recently assumed responsibility for the entire programming staff. Al has spent the previous seven years at Standard Oil of Indiana in the area of large scale control software analysis and design. He has programmed in over twenty programming languages and has developed an extension to PL/I called TL/I. Since coming to Chicago to get his degree in Mathematics at IIT, Al has sold more than 20 articles on aspects and uses of micro-computers. He is currently developing high level programs and simulations for our retail software customers and is one of the primary forces behind the development of our "self-teaching" language called IMAGE BASIC. In December of '79, Al began a column in Interface Age called "Al Baker's Game Corner" in which he shows how to do various types of game programming on each of the currently popular personal computer systems.

Dick Schultz, National Sales Manager, is responsible for establishing and maintaining a national sales organization of reps and distributors capable of providing complete sales and service for retailers. After receiving his Bachelor Degree from Northwestern Illinois University, Dick did a short stretch selling insurance and then chemicals and commercial cleaners. He finally joined Bally Mfg., where he spent a total of seven years in various management positions. During the last three years at Bally, Dick was responsible for product, sales and service training for the Consumer Products Division, specifically home pinball machines and the Bally Arcade. His involvement with the personal computer industry and retail sales promotion provide needed depth to the management staff of Image Computer Products.

All the marketing and technically orientated expertise in the world can't produce success unless they are backed by an equally experienced development and production staff and this is the primary area where Image Computer Products excels.

Our tape duplicating facility (over 24,000 square feet) has the proven capability of producing tapes and disks at a lower drop-out rate than anyone we know of. This can primarily be attributed to the fact that most of our high-speed duplicators are our own patented design, and allow us to control aspects of digital duplication that most people haven't even discovered yet. When you consistently exceed the quality requirements of Sears and Radio Shack, you must be doing something right.

Printing, packaging, assembly and shipping are also essential parts in the production of quality software products, and again we have an edge on the rest of the industry. Our printing and fulfillment plant near downtown Chicago handles all of these critical aspects of production under one roof, which maintains a high level of efficiency and speed in order processing.

All this capability combines to give Image Computer Products the ability to process orders in large volume with excellent quality and a lead-time measured in hours, not weeks.